

# New book of proven business ideas paves the way to success for aspiring mumpreneurs

Submitted by: Playtime PR

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“Start a Family-Friendly Business: 23 brilliant business ideas for mums”

Running your own business from home is a dream shared by millions of British mums, but the majority of them are unable or unwilling to turn it into reality, according to a recent survey\*. An empowering and hands-on book by flexible working experts Antonia Chitty and Helen Lindop will make all the difference when it's released on 15 September 2010.

High profile mumpreneurs like children's food guru Annabel Karmel are inspiring role models for mums thinking about setting up their own businesses, so it's no surprise that the research reveals that over three quarters (76%) of British mums who don't work for themselves would like to do so.

But what stops those millions of mums turning their aspirations into reality? According to Antonia Chitty, co-author of “Start a Family-Friendly Business: 23 brilliant business ideas for mums”, many are daunted because they lack reliable information and insights about the experience of launching and operating a business successfully: “It's one thing to have an idea for a business, and the desire to work flexibly around family life, but quite another to be confident that your idea is viable, to put money behind it and to make sure your business is set up in a professional and legitimate way. Many mums are concerned about putting their family life under pressure by taking on a new challenge when they've no experience of enterprise. Our book aims to overcome this by giving a real insight into the benefits and considerations of running different kinds of businesses.”

Packed with practical advice to help budding mumpreneurs launch the business that's right for them, Antonia and Helen's book features over 120 proven ideas for flexible work and goes in-depth with 23 of them. Covering businesses as diverse as life coaching, childcare, personal training, cleaning, graphic design and journalism, the book outlines the pros and cons to give readers a detailed and realistic basis for decision-making.

“We wanted to share our real life experience with mums who'd like to get started with their own business,” says Antonia. “The 23 business ideas we've focused on are tried, tested and achievable. Using the information Helen and I share in the book, mums can work out which business would work for them, playing to their skills and strengths as well as fitting in with the demands of family life.”

Two of Antonia's earlier books, “Family Friendly Working” and “The Mumpreneur Guide”, look at tackling the challenges of balancing work with family life, turning an idea into a successful enterprise and marketing and promoting new businesses. Her latest book draws on this expertise and goes a step further by highlighting existing business opportunities and examining the nitty-gritty of how each one works, giving wannabe mumpreneurs a set of specific and practical options to consider.

The book also includes no-nonsense tips to help mums take the first step on the road to successful self-employment, ranging from advice about business planning and complying with legislation to finding help with marketing and promotion.

“Start a Family-Friendly business: 23 brilliant ideas for business mums” is on sale from 15 September 2010. If you want to get your hands on a copy visit [www.familyfriendlyworking.co.uk](http://www.familyfriendlyworking.co.uk) to pre-order, or buy online or in selected book stores including [www.amazon.co.uk](http://www.amazon.co.uk).

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For further media information, photography or review copies, please contact Lesley Singleton at LS Media Ltd: [Lesley@LSMedia.co.uk](mailto:Lesley@LSMedia.co.uk) / 01234 752 663 / 07852 451 093

Antonia Chitty is available for interview – please contact Lesley (above) with any requests.

Extracts from the book, including Antonia and Helen’s top tips for mumpreneur success are also available.

Notes to editors:

\* The survey of 1000 mothers with children under the age of 18 in the UK was conducted in March 2010 by Redshift Research and social network MumsLikeYou for Phoenix Trading.

About Antonia Chitty

Antonia Chitty is an award-winning entrepreneur, author and mum to three. She launched her own PR business in 2003 to enable her to carry on her passion for her work while also having a great work-life balance and spending time with her daughter.

ACPR now specialises in PR training and advice for business owners. Antonia wrote her first book, A Guide to Promoting Your Business, while on maternity leave with her son. She now writes on business, health and parenting and is one of the founders of The BusinessMums Conference, which will be held this year on Tuesday October 5th in Brighton and features Annabel Karmel as a keynote speaker.

Other recent books by Antonia Chitty

Family Friendly Working: Inspiring ideas for making money when you have kids (published 18th February 2008, ISBN 978 1 905410 26 2) – more information at [www.familyfriendlyworking.co.uk](http://www.familyfriendlyworking.co.uk)

The Mumpreneur Guide: Start your own business (published 1 September 2009, ISBN 978 0 955534 52 2) – more information at [www.themumpreneurguide.co.uk](http://www.themumpreneurguide.co.uk)

Plus

A Guide to Promoting Your Business [www.prbasics.co.uk](http://www.prbasics.co.uk)

Commercial Writing: How to Earn a Living as a Business Writer

Special Needs Child: Maintaining Your Relationship

Special Educational Needs: A Parent’s Guide

What to do When Your Child Hates School

Down’s Syndrome: A Parent’s Guide

Insomnia: The Essential Guide

Praise for “Start a Family-Friendly Business: 23 brilliant business ideas for mums”:

“I’m a huge advocate of mums who set up in business and who combine work and motherhood on their terms...and this book is a great starting point for anybody who’s excited by this prospect. It’s packed to the gunnels with good ideas and inspiration for harnessing the hidden mumpreneur inside!” - Wendy Shand, founder [www.totstotravel.co.uk](http://www.totstotravel.co.uk)

“This is a great resource for mums looking to go into business. Antonia and Helen have found all the best ways to get working for yourself that achieve the holy grail of minimising risk and maximising profit while letting you be a mum and manage some all-important me time too. I wish I’d had Business Ideas for Mums when I set out to be a mumpreneur – perhaps I wouldn’t have made so many mistakes!” - Mosey Jones, author *The Mumpreneur Diaries*.

“Here’s a book brimming with straightforward, honest advice for the budding business mum. Any mum wondering where to start with business ideas and relevant information will find it in these pages. Antonia and Helen have done all the research so you don’t have to! A great time saver.” - Roberta Jerram Founder of [www.GiantPotential.com](http://www.GiantPotential.com) & HWWBA Womanpreneur of the Year 2010

“What a fabulous book, where was this two years ago when I was starting out? I love the clear and informative structure. The checklist of one’s skills makes it so much easier to work out which direction to go. The layout of the flexible working ideas provides you with all the answers and no questions, just the way I like a book! Also taking into consideration your childcare arrangements even something I forget to consider now.” - Joanne Dewberry, Dorset Business Mum of the Year, [www.charliemoos.co.uk](http://www.charliemoos.co.uk) and [www.networkingmummies.com](http://www.networkingmummies.com)